Job Announcement: 
Advocacy Manager (Senior Level)

At Walk San Francisco, we believe when you walk out the door to go to work, to school, to the park – anywhere – you shouldn’t be risking your life by simply crossing the street. But sadly, every day an average of three people are hit while walking in San Francisco.

Walk SF exists to change this. Every day, we push for solutions to make our streets dramatically safer for everyone. And we’re looking for a new team member to help us do this!

The Advocacy Manager is a critical member of the Walk SF team, helping determine what changes to push for on specific streets and citywide, while also growing the movement for safe streets through organizing.

You’ll enjoy this position if you’re someone who: looks at a street and imagines how it could be safer; likes building connections between people and issues for positive change; brings a strong equity lens to your work; and is excited to be part of a small organization doing big things! This is a role with a lot of variety, and a good balance between office and in-the-field.

You will be a core member of Walk SF’s advocacy team, working closely with and across our small staff. This position oversees two staff members: the Safe Routes to School Liaison and a Campaign Associate. (The Safe Routes to School Liaison is a contract position with specific responsibilities and a member of the citywide Safe Routes to School Partnership.) The Campaign Associate supports a range of work that this position is involved with. The Advocacy Manager reports to the Executive Director.

This is a salaried, exempt position, with a starting salary of $75,000- $80,000. Benefits include three weeks of PTO and 10 national holidays (plus bonus days at year-end); sick time; medical benefits plus a wellness flex fund; 401k match; and commuter benefits. Currently, we have a hybrid working environment with 2 days in-office each week. Our office is located in the Mission District and is very close to transit. We are a flexible, family-friendly workplace that cultivates fun and collaboration within our team.

**KEY RESPONSIBILITY AREAS**

Principal responsibilities of the Advocacy Manager include, but are not limited to:
• **Overseeing a portfolio of projects we’re working to win the strongest possible safety improvements on.**
  - The City has many projects in motion to improve safety on the most dangerous streets. But without strong advocacy, these projects can end up watered down. This position will analyze and track the City’s proposed plans for a portfolio of projects, engage with community members to help develop Walk SF’s recommendations, and liaison with city staff about the projects.

• **Organizing neighbors and partners in the Bayview to win community-led safe streets improvements.**
  - The Bayview neighborhood is one of the city’s hotspots in terms of the number of streets with high crash rates, and we want to support community-led solutions coming to life. This position will build a Traffic Safety Task Force like Walk SF helped do in the Tenderloin to bring a variety of voices and perspectives into a shared agenda for safe streets in the Bayview.

• **Managing and contributing to research projects like Walk SF’s traffic safety report cards.**
  - In 2022, Walk SF launched a major report on speed. Earlier this year, we updated our traffic safety report cards. Later this year, we’ll launch a safe streets advocacy toolkit. This position contributes to these types of projects in terms of concept and content as part of the advocacy team.

• **Engaging a growing network of individuals and groups in Walk SF’s efforts to win street-specific safety improvements and citywide policy changes.**
  - We know that so many people across San Francisco care about – and want – safe streets. This position helps to harness this by: supporting the Safe Routes to School staff in connecting with parents and schools; working closely with our staff member who oversees the Vision Zero Coalition and Families for Safe Streets group; serving as a resource for individual activists; and identifying new ways to grow our movement as a team.

• **Shaping Walk SF’s strategic direction with our advocacy.**
  - It’s an exciting and defining time for safe streets issues. In recent years, Walk SF has been part of historic wins like car-free Market Street, JFK Promenade, Slow Streets, and speed limit legislation. In 2024, San Francisco will be a decade into its Vision Zero commitment and approach. Walk SF was the leading force in the City adopting Vision Zero, and will actively shape how this preventative approach evolves to end severe and fatal traffic
EXPERIENCE AND QUALIFICATIONS OF OUR IDEAL CANDIDATE

While no one person will embody every quality, our ideal candidate will bring many of the qualifications and attributes listed below:

- Proven ability to communicate effectively through written and verbal communications. Experience facilitating meetings and group discussions.
- Demonstrated ability to be a strong project, organizational, and time manager. Experience managing and coaching staff is desirable.
- A degree or equivalent experience in urban planning is preferred.
- Experience running a campaign of any size and kind: a hyper-local campaign, a political campaign, etc.
- Commitment to Walk SF’s mission of creating the most pedestrian-friendly city in the United States.
- Commitment to Walk SF’s values rooted in equity, community empowerment, and persistence.
- Fluency in Spanish or Chinese is desirable.
- Working knowledge and comfort with Google Suite and/or Microsoft Office, plus experience using a CRM.

MORE ABOUT US & HOW TO APPLY

Our staff is focused on making positive change in the world, celebrates diversity, and is committed to being intentionally inclusive in all our relationships. Walk SF has an active Equity Task Force made up of staff and board members; our work to contribute to ending systemic racism is ongoing. We recognize that transportation policy plays a key role in creating a more equitable city and world.

Walk SF provides a workplace that is free from discrimination and harassment on the basis of race, color, religious creed, national origin, age, sex, marital status, sexual orientation, gender identity, disability, medical condition, veteran status, or any other classification protected by applicable law in employment or service policies and practices.

Walk SF’s office is located close to public transit and is ADA accessible. Walk SF currently has a hybrid working model – two days in the office (includes Mondays and one day of your choice or on a team-chosen day) and three days flexible (remote or office). Must be able to occasionally work nights and weekends for special events or key meetings.

Serious candidates are encouraged to submit their applications ASAP. This posting was released on June 1, 2023. To apply, please send a cover letter that
includes where you heard about the position, describes your alignment with our mission and values; explains your reasons for applying and the relevant experiences you would bring to this role; and your resume (merge into one PDF with a file name that includes your last name and “Advocacy Manager”) email to careers@walksf.org. Use the subject line: Advocacy Manager Application. Resumes submitted without a cover letter will not be considered.

In 2019, Walk SF launched our first-ever strategic plan. The long-term goals of Walk SF are to: 1) end pedestrian traffic deaths and severe injuries, and 2) increase the number of trips people take on foot. But how we'll get there is a hugely important part of the plan. For the first time, we defined how we will prioritize our work – and how we will work:

- **Determine our highest priority projects through an equity lens.** Walk SF will focus our program activities on communities and/or geographies where issues of equity are most at play. Crash data shows that San Francisco’s residents living in communities of concern suffer the most from traffic violence. These are communities with the most low-income people, immigrants, communities of color, seniors, children, and people with disabilities.
- **Mobilize new voices to speak up for safe streets.** Walk SF’s community engagement will be focused on outreach and education in communities and populations that have disproportionately been impacted by traffic violence and are often not engaged in the community process. Walk SF will develop our community engagement to ensure a community’s voice is authentically brought forward to guide advocacy efforts. We will use our training and education activities that focus on children, families, and seniors.
- **Build strong coalitions across diverse communities.** As a leader in pedestrian advocacy, we will focus on education, communications, and advocacy to increase our organization’s efficacy in building and developing partnerships in the community around pedestrian safety issues.

Learn more about Walk San Francisco at walksf.org.